

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () DETROIT INTL BRIDGE

Product order

Estimate# C08B

Buyer Julie Keane

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING STREET - SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E DIBC/ORDR/C08B

Flight Dates 10/08/2012 - 10/14/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	11	TH	5A-6A	NEWS	:30	\$325.00	10/11-10/11	1	1	1	\$325.00	
Rating: 1.8												
	12	F	5A-6A	NEWS	:30	\$325.00	10/12-10/12	1	1	1	\$325.00	
Rating: 1.8												
	13	SA	6A-7A	NEWS	:30	\$400.00	10/13-10/13	1	1	1	\$400.00	
Rating: 2.5												
	14	SA	7A-8A	NEWS 8A	:30	\$850.00	10/13-10/13	1	1	1	\$850.00	
Rating: 4.6												
	15	SU	6P-7P	NEWS	:30	\$1,600.00	10/14-10/14	1	1	1	\$1,600.00	
Rating: 8.2												
	16	SU	7P-8P	FOOTBALL NIGHT IN AMER	:30	\$900.00	10/14-10/14	1	1	1	\$900.00	
Rating: 5.0												

---REPORT TOTALS---

Report Totals: 16 / \$8,875.00

---SALES MONTHLY TOTALS---

Oct 12: 16 / \$8,875.00

Sales Totals: 16 / \$8,875.00

Station Totals: 16 / \$8,875.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$44,486	CATV	0%	WOOD	19%	WOTV	5%	WWMT	37%	WXMI	8%
		WXSP	0%	WZPX	0%	WZZM	28%				

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Product	order		ALEXANDRIA, VA 22314	Salesperson	() IAN AMBRON
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Buyer	Julie Keane	Flight Dates	10/08/2012 - 10/14/2012	Salesperson Phone#	215-567-6005
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Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE